

**[For Immediate Release]**



**C C Land Holdings Limited**

**C C Land Acquired a Premium Site in Qingyang District, Chengdu  
with a GFA of approximately 274,000 sqm**

\* \* \*

(12 June 2011 – Hong Kong) C C Land Holdings Limited (“C C Land” or the “Company”, together with its subsidiaries, collectively known as the “Group”; stock code: 1224) is pleased to announce that the Group has successfully acquired a land lot (the “Land Lot”) in Guanghua New City, Qingyang District, Chengdu through its 51%-owned subsidiary – Chengdu Guojia Cheer Gain Property Company Limited (“Guojia Cheer Gain”). The total consideration for the Land Lot is approximately RMB767 million.

The new Land Lot acquired by Guojia Cheer Gain occupies a total site area of approximately 76,000 sqm and has a permitted gross floor area (“GFA”) of approximately 274,000 sqm. The average land cost in GFA is approximately RMB2,800 per sqm. The Land Lot is planned for the development of a high-rise residential and commercial project (the “Project”).

Located in Guanghua New City, Qingyang District, Chengdu, the Land Lot is in close proximity to Guanghua Avenue and is equipped with comprehensive ancillary facilities. The planned Metro Line 4 to be in operation in 2013 will also pass through this area.

Commenting on the land acquisition, Dr. Peter Lam, Deputy Chairman and Managing Director of C C Land said, “The successful acquisition of the Land Lot again demonstrates the Group’s capability to leverage on its strong financial position to capture market opportunities in purchasing premium site at reasonable price which forms a solid foundation for the Group’s sustainable growth in profitability. The two projects developed by Guojia Cheer Gain, namely “Sky Villa” and “Villa Royale” are well-received by home buyers. We believe that the Project will become another popular project in Chengdu.”

– End –

### **About C C Land**

C C Land is principally engaged in the property development business in Western China. It has a total land bank of about 11.15 million sqm in terms of GFA and about 8.04 million sqm in terms of attributable GFA, covers key Western China cities including Chongqing, Chengdu, Kunming, Guiyang and key cities in Sichuan. Capitalizing on its management expertise, quality land banks, and solid financial position, C C Land is well positioned to develop into one of the leading property developers in Western China. The Company is a constituent stock of Hang Seng Composite Index Series and MSCI Small Cap China Index Series.

### **For enquiries, please contact:**

#### **C C Land Holdings Limited**

Eva Chan

Tel: (852) 2820 7000

Email: [evachan@ccland.com.hk](mailto:evachan@ccland.com.hk)

#### **iPR Ogilvy Ltd.**

Natalie Tam / Janette Lo / Veronica Hui / Jason Ho

Tel: (852) 2136 6182 / 3920 7647 / 3170 6752 / 3920 7639

Fax: (852) 3170 6606

Email: [natalie.tam@iprogilvy.com](mailto:natalie.tam@iprogilvy.com) / [janette.lo@iprogilvy.com](mailto:janette.lo@iprogilvy.com)  
[veronica.hui@iprogilvy.com](mailto:veronica.hui@iprogilvy.com) / [jason.ho@iprogilvy.com](mailto:jason.ho@iprogilvy.com)